

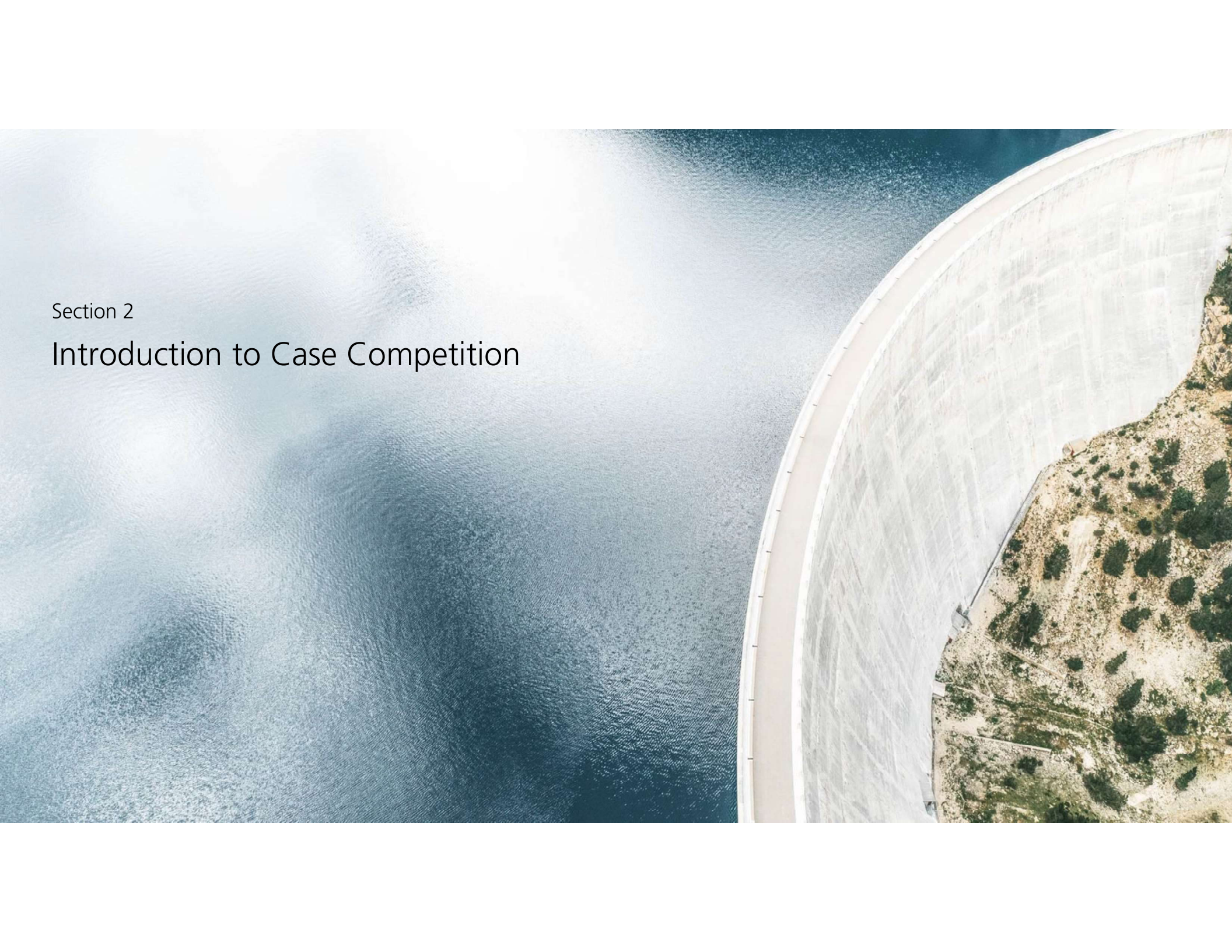


Public

SMU Sustainability Case Challenge Case Launch

15th Jan 2021
4pm to 5.30pm



An aerial photograph of a large concrete dam and its reservoir. The reservoir is a deep blue, occupying the left and center of the frame. The dam is a massive, curved concrete structure on the right side, with a visible crest and spillway. The surrounding landscape is arid and rocky, with some sparse green vegetation. The sky is bright and hazy.

Section 2

Introduction to Case Competition

Objective & Timeline

The SMU Sustainability Case Challenge seeks to provide students with an opportunity to partner with non-governmental organizations (NGOs) and social enterprises to come up with innovative sustainable business solutions for their businesses.

Timeline

- **Case Release:** 15th Jan 2021
- **Qualifiers Submission Deadline:** 1st Feb 2021, 2359
- **Results Release:** 19th Feb 2021
- **Mentorship Period:** 1st Mar – 22nd Mar, 2021
- **Finals Submission Deadline:** 22nd Mar 2021, 2359
- **Finals Day:** 26th Mar, 2021

Case Details

Preliminary Round

- Teams will be required to pitch an initial plan by **submitting a proposal deck (max. 20 slides)** according to the case proposed by their assigned partner. **Two groups from each partner will proceed to the Final Round.**
- The **8 finalist teams** from the Preliminary Round will **meet the representative(s) from their partner organisation** and be **assigned a UBS Mentor** to come up with a final proposal.
 - Each team will be provided with **1 mandatory meeting with their UBS Mentor** to refine their strategy and any subsequent meetings will be up to the discretion of each team.

Final Round

- Teams will submit their final proposal deck by **22 Mar 2021** and present to panel judges on **26 Mar 2021**.

Finals

- **Date:** 26th March 2021, Friday
- **Venue:** UBS AG Singapore, 9 Penang Road (238459)
- **Time:** 4.45pm – 9pm



Section 3

Introduction by the Partner Organisations



Food waste



Plastic disposables

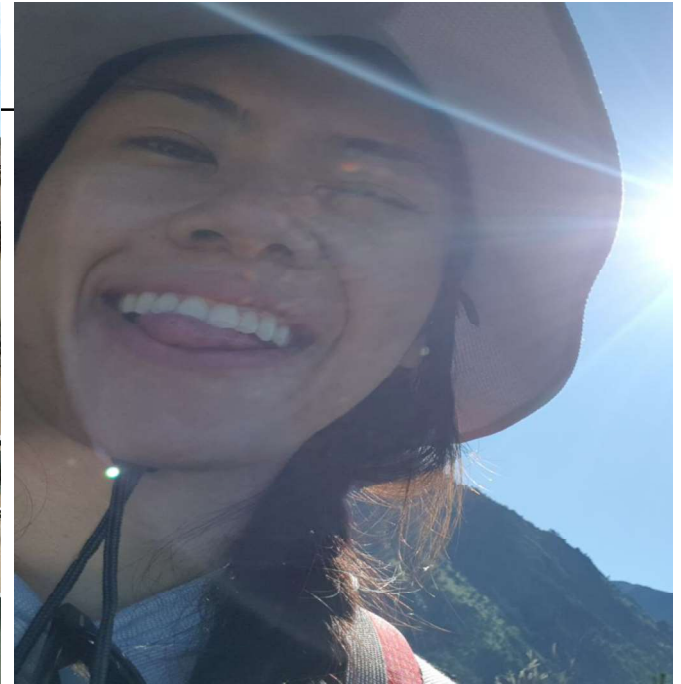


Household Recycling



Organisations





Our Team



Food waste



Plastic disposables



Household Recycling



Organisations



Funding Sources

- Government
- Corporates
- Public

Challenges:

- Charity but no tax rebate
- Low public donations
- COVID-19 restricting physical outreach options

Problem Statement

How could Zero Waste SG achieve a sustainable business model and continue to grow its impact in Singapore in the next 2 years?

Section 4

Q&A



Q&A

Q: Can we change our case challenge?

Case challenges have been assigned on a first come first served basis based on each team's order of preference. To ensure fairness, we will not entertain any requests regarding such changes.

Q: What are the submission deliverables for the preliminary round?

A proposal deck of maximum 20 slides.

Q: What happens if a team member is unable to proceed ahead with the case competition due to unforeseen circumstances?

The remaining team members may proceed with the case competition but no additional participants will be allowed to join the case competition.

Thank You

